News Release

IMMEDIATE RELEASE

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City Council faced off against media in Broomball Classic

Edmonton, March 14, 2008 – Members of Edmonton City Council faced off against members of the media in the 1st Annual City Hall Broomball Classic. The game, which took place in Churchill Square, raised awareness of the services provided by The BRICK Sport Central.

"The BRICK Sport Central provides a valuable service to our community, and I'm glad that we were able to help them out today by raising awareness of their ongoing need for used sports equipment," said Mayor Mandel. "All children should be able to participate in sports programs – physical activity is very important," Mandel continued.

Tony Caterina, Councillor for Ward Three, spearheaded the drive to launch the Broomball Classic. "Not only was it fun to get out and get active, it's great that everyone was so willing to come together for such a worthy cause," noted Caterina. "We had three Community Liaison Police Officers on our team; these guys work in my ward, and they know the streets inside and out. I hold them in high regard for the terrific work they do in our community," said Caterina.

Andy Wigston, President of The BRICK Sport Central was delighted with the awareness that was raised through this event. "We truly appreciate that Edmonton City Council, and members of the media, dedicated today's game to our cause. The BRICK Sport Central is committed to ensuring that all children have access to the equipment that will enable them to participate in their sport of choice," said Wigston.

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About Edmonton:

This is a city alive with energy and boundless opportunity - a growing economic powerhouse where business thrives and more than a million lives enjoy the freedom to explore, experiment, experience, excel and expect the most out of every day. A place like no other, Edmonton is filled with surprises great and small and a calendar packed with artistic, sporting, theatrical and cultural celebration.

For more information on Edmonton, please visit our website at: www.edmonton.ca.

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THE CITY OF Edmonton

EDMONTON

Backgrounder

Background on The BRICK Sport Central

More than 8,000 children were able to participate in sports activities in 2007, thanks to The BRICK Sport Central.

Founded 1991, Sport Central takes in used sports equipment, repairs it, and distributes it to children-in-need. In 2004, the organization became known as The BRICK Sport Central (TBSC), thanks to a five-year sponsorship deal.

Each year, the TBSC receives 2,500 bicycles, 1,700 of which are distributed, complete with helmets, to needy youngsters. The remaining bicycles are recycled (amounting to 40 tons of steel and rubber).

From lacing up skates, to taking up tennis and soccer – more than 50,000 children have become involved in sports and physical activities over the years. Thanks to generous sponsors and dedicated volunteers, this valuable program continues to meet the needs of under-privileged youth from across the city.

City of Edmonton Social Enterprise Fund

The Carrot and Fat Franks, who were on-site at the Broomball Classic, are making an important contribution to our city as social enterprises. A social enterprise is a business venture that has at its core, social goals; combining a social mission with a business model. They comprise an important part of the social economy in Canada which contributes approximately 8% of Canada's GDP.

Recognizing the important and complementary role that social enterprises play in the local economy, City Council, in 2007, approved a significant contribution toward a Social Enterprise Fund. This Fund, being developed in partnership with the Edmonton Community Foundation, is designed to provide needed financing and technical assistance to social enterprises and affordable housing projects.

The Carrot

The Carrot sold coffee and hot chocolate at the game, in addition to selling food that was prepared by Flavour Budzz.

The Carrot is a community arts coffeehouse located at 9351 – 118Avenue. It was launched and is run by a visionary group of artists that formed Arts on the Avenue amidst the Alberta Avenue revitalization.

It came together with an $8,000 City of Edmonton grant and the contributions of a pool of about 60 volunteers who continue to run the business. The Carrot offers live art performances (music, poetry, drama, comedy) and is fast becoming a social hub on the Avenue. In addition to providing great direct trade coffee, The Carrot offers an ArtsMarket on Saturdays and provides a wonderful venue for community gatherings that build important social networks among local residents.

Flavour Budzz

Flavour Budzz is a training program of DECSA (Distinctive Employment Counseling Services of Alberta) that is funded by Alberta Employment and Immigration. It was initiated by Capital Health and the City of Edmonton to provide needed training and transitional work opportunities to people with chronic mental health challenges. Flavour Budzz has grown into a highly successful local catering enterprise.

Fat Franks

Fat Franks collaborated with the City of Edmonton and Capital Health to set up one hot dog cart over the summer months that is staffed by mental health consumers wanting to re-enter the workforce. The cart has been a great success, providing needed additional income and work experience.